



AN END-TO-END ITINERARY CONCIERGE

Real bookings, on a coherent day.

unPlan.es turns a budget, a style and a date range into a fully reserved day — morning to night, transit-aware, with timed-entry slots and a single Stripe charge. Customers ride a 7-step wizard; partners get qualified, high-intent traffic and end-to-end fulfilment in 24 hours.

DOMAIN

www.unplan.es

STACK

Vercel · Supabase · Stripe

INVENTORY ADAPTERS

23 live providers across 12 categories

NETWORKS APPROVED

Awin · Directo · Impact · Partnerize · TradeDoubler · Travelpayouts

DESTINATIONS LIVE

78 cities · curated catalogue

COMPLIANCE

GDPR · LOPDGDD · PCI-SAQ A

A document for inventory providers, affiliate networks, and commercial partners — what we are, what we ship, how to connect.



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What unPlan.es is

Section 1

Not a marketplace of loose activities. A planner that **stitches a whole day** — morning, lunch, afternoon, dinner, night — anchored to the real flight time, with transit checked against Google Maps, and timed-entry sessions stamped from each provider's catalogue.

COHERENT

A full agenda, not a list

Six daily slots with two alternatives per slot, plus a "free time" opt-out. Arrival and return days adapt to the real landing/takeoff time, never promising a 13:30 welcome lunch when the plane lands at 16:00.

REAL DATA

No synthetic fallback

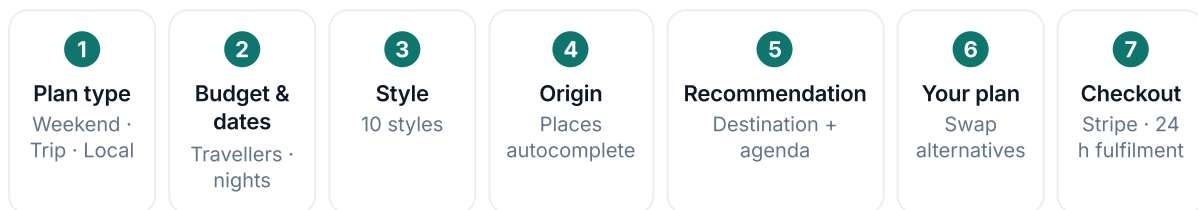
When a provider is connected, the options shown are live inventory with EUR prices. If a category has no real resolver, it stays empty until we onboard one — we never invent.

CONCIERGE

One charge, real bookings

Single Stripe Checkout for the full package. We hold inventory (Duffel hold orders, LiteAPI prebookId, Viator cartRef) and confirm in 24 h. Locators are delivered by email and push notification.

The customer journey, in seven steps



The whole journey runs on a single serverless function (Vercel) with strict CSP, HSTS, and RLS on the Supabase database.

Why this beats a generic travel aggregator

- ✓ **Transit coherence by default.** Google Maps Routes (TRANSIT / WALK / DRIVE) measures every gap. When public transit can't make it, we surface a CTA for a private transfer to the partner (Cabify Business, Welcome Pickups).

- ✔ **Timed-entry sessions are stamped on the slot.** Tiqets, GetYourGuide, and Civitatis sessions land on the agenda card with their real start time, not a generic 16:00 placeholder.

- ✔ **Logistics auto-injected and honest.** Check-in, check-out, and "leave for the airport" events anchor to the real flight schedule. The customer reads what is true.

- ✔ **Budget-aware destination ranker.** The recommender biases by historic spend per destination shape (travellers × days × lead time), boosting cities that historically leave room for activities.

- ✔ **Deferred bookings.** Held until the operator confirms manual reservations, with a Cron that auto-refunds expired holds — so we never charge for a plan we can't deliver.



For inventory providers

Section 2

If you supply flights, hotels, tickets, tours, restaurants or experiences, this is what we plug in, how, and what it costs you.

<p>23</p> <p>LIVE ADAPTERS IN PRODUCTION</p>	<p>12</p> <p>AFFILIATE PROGRAMS MONETISED ACROSS 6 NETWORKS</p>	<p>78</p> <p>DESTINATIONS IN THE LIVE CATALOGUE</p>
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Live coverage today

CATEGORY	PROVIDERS	INTEGRATION MODE	STATUS
Vuelos	Aviasales · Duffel · Kiwi.com	Aggregator · Aggregator · Aggregator	LIVE
Trenes	Omio	Aggregator	LIVE
Alojamiento	LiteAPI	Aggregator	LIVE
Actividades & tours	Atrápalo · Awin product feeds · Civitatis · Eventbrite · Fever · GetYourGuide · Groupon · Klook · TradeDoublor product feeds · Viator	Feed · Feed · Aggregator · Aggregator · Aggregator · Aggregator · Aggregator · Feed · Aggregator	LIVE
Museos & cultura	Tiqets	Aggregator	LIVE
Guías locales	GuruWalk · WeGoTrip	Aggregator · Aggregator	LIVE
Restaurantes	TheFork · Yelp Fusion	Aggregator · API E2E	LIVE
Conciertos	Bandsintown · Ticketmaster	Aggregator · Aggregator	LIVE
Plan gratuito	OpenStreetMap POIs	API E2E	LIVE

How we integrate — three ladders

LADDER 1

End-to-end API

Search → prebook → book → cancel under our serverless backend. Customer pays once on Stripe, we call your API with the deferred booking pattern. Used by Duffel, LiteAPI (Hotels + Flights), Viator Partner (gated).

Best for: direct revenue at wholesale + margin, no affiliate cookie loss.

LADDER 2

Product feed + deep-link

We ingest your Product Data Feed (Awin, TradeDoubler, Impact, Partnerize), apply our tagger + L2 cache, and surface options inside the agenda. Click-through to your checkout with the publisher / SID / CID pre-stamped.

Best for: brands with affiliate programs and CPA / CPL models.

LADDER 3

Search-only + redirect

Where there is no booking API, we use search APIs (Yelp, Eventbrite, Bandsintown, OSM Overpass) and redirect the customer with our partner ID. Inbound parser captures the locator email reply.

Best for: long-tail and complement coverage.



For affiliate networks & partners

Section 3

unPlan.es is a content-editorial publisher with a clear commercial model: every wizard journey ends in a single Stripe charge. The traffic we send is **buying-intent traffic with a known budget and a confirmed itinerary**, not curiosity clicks.

TRAFFIC QUALITY

High intent, attributable

We pre-stamp Publisher ID / SID / CID on every deep-link, drop the network cookie in the same window, and surface postback URLs (Impact, Partnerize) when available. Every redirect is a downstream search where we already know dates, party size, budget, and the alternative they considered.

COMMERCIALS

Concierge model, single charge

No back-and-forth, no refund races. The customer pays once. We hold inventory for 24-72 h and reconcile manual + API bookings before the auto-confirm fires. If we cannot deliver, the system auto-refunds — the partner sees a clean cancellation, not a chargeback.

BRAND FIT

Luxury-light, travel content

Editorial tone, no pop-ups, no incentivised traffic, no coupon scraping. Inventory is shown side-by-side with cultural and gastronomic context. The brand reads as a concierge, not a comparison engine.

GEOGRAPHY

EU first, ES anchor

Spanish market with active EU expansion. Origin autocomplete uses Google Places (post-March-2025), and the wizard supports 10 styles across ES, FR, IT, PT, NL, DE, plus a curated Eastern-EU expansion (9 cities added 2026-05).

What we offer affiliate networks

- ✔ **One publisher, multi-merchant aggregation.** A single integration with Awin or TradeDoubler unlocks 10+ merchants for us, with our internal tagger classifying inventory across categories so your merchants see traffic in the right context.

- ✓ **Durable circuit-breaker per resolver.** If your feed degrades we back off (L1 + L2 Supabase, 15-min half-open probes) — you do not see a thundering herd from our cold starts.
- ✓ **L2 read-through cache cross-instance.** Feed fetches are de-duplicated across serverless containers. Polite by default.
- ✓ **Tax-ready, payout-ready.** Spanish entity with W-8BEN / W-9 on file, IBAN + PayPal, Stripe Tax for IVA 10 % / 21 % invoicing per line.
- ✓ **Auditable telemetry.** Your account manager receives a monthly report with per-resolver health, circuit-breaker state and click-through volume — activity verifiable without needing access to internal panels.

"We never show a plan we cannot fulfil. The catalogue only names networks where we have an active partnership, and the operator never sees an option behind a channel that is not approved." — catalogue policy enforced at runtime



Trust, tech, and operations

Section 4

A serious technical posture is not optional when you are calling other people's APIs with their reputation on the line. Here is the stack and what we do to protect it.

STACK

Serverless & auditable

- ✓ Single Vercel serverless function (Go) — no CORS, one domain.
- ✓ Supabase Postgres with strict RLS (deny anon / authenticated); service-role only on server.
- ✓ Stripe Checkout, HMAC-verified webhooks, manual refund flow.
- ✓ Cloudflare Email Routing + Worker for inbound parser (locator capture from confirmation emails).

SECURITY

Encrypt-at-rest, audit log

- ✓ AES-256-GCM with key versioning on locator codes, passport, DOB, nationality.
- ✓ Webhook idempotency (durable table) — no double-charge on Stripe replays.
- ✓ Body caps + Origin gating on every POST. Rate limiter per IP.
- ✓ govulncheck + gosec + Dependabot on every PR; weekly re-scan of main.
- ✓ Nightly orders backup to R2 / S3 SigV4 (ciphertext preserved).

COMPLIANCE

GDPR + LOPDGDD + PCI SAQ A

- ✓ GDPR Article 15 (export) and Article 17 (erase) endpoints.
- ✓ Five-year fiscal retention with PII blind-index for lawful search.
- ✓ 2FA TOTP on the operator console, durable session tokens, full kill-switch.
- ✓ Incident runbook in docs/runbooks/security-incident.md (T+0 / 15 m / 1 h / 24 h / 7 d).

OPERATIONS

Concierge orchestrator

- ✓ Deferred E2E booking pattern — Duffel hold orders, LiteAPI prebookId, Viator cartRef.
- ✓ Cron /api/cron/expire-holds every 5 min auto-refunds expired holds and notifies the customer.
- ✓ Synthetic transaction monitor every 6 h: plan + health + Stripe test PI.
- ✓ Slack ops channel for orders, bounces, refunds, breaker state.

Pricing & revenue model — what the customer sees

The customer pays the wholesale price as is. Our management fee is set to **0 %** — unPlan.es revenue is the upstream affiliate / partner commission, net to the customer. The single optional line is the prepaid virtual card ("All-Inclusive"), capped at **EUR 50 / person / day** with a **EUR 25** admin fee absorbed in the management line. Total fixed-fee ceiling: EUR 25 per plan.

Why this matters to a partner

- ✓ **No price spreading.** The total the customer sees is the supplier total. Our margin is in the affiliate commission, not in markup.
- ✓ **No coupon poaching.** No discount-code field in the wizard, no last-mile interception.
- ✓ **No back-channel.** All bookings are authenticated, attributable, and reflected in the Stripe metadata for reconciliation.



Working with us

Section 5

There are three doors. Pick the one that fits and we will hand back a 1-page integration plan within 5 business days.

DOOR 1

Direct API partnership

If you operate a booking API (NDC, hotel content + book, ticketing reservation), we build the adapter in `pkg/providers/`, certify with your sandbox, and ship to production with our deferred-booking and idempotency-key patterns.

Timeline: typically 2-4 weeks per adapter, certification-bound.

DOOR 2

Affiliate / network

If you run a Product Data Feed or a Click + Postback program (Awin, TradeDoubler, Impact, Partnerize, Travelpayouts), share the FID / SID / publisher ID and we activate within the same week. We accept JSON, CSV, JSONL, and the new Awin Enhanced Feed v2.

Timeline: 1-7 days from credentials to first revenue.

DOOR 3

Co-branded campaign

Custom editorial integrations: branded styles in the wizard, curated city packages, B2B vouchers, gift cards through the prepaid virtual card line. Suited for travel boards, DMOs, hospitality groups, premium card programs.

Timeline: by campaign brief.

What we need from you to start

- ✓ Single point of contact (commercial + technical) and a sandbox if applicable.
- ✓ API documentation, including auth, search, booking, cancellation, and any postback URL.
- ✓ Compliance summary: data handling, refund window, cancellation fees, content licensing.
- ✓ Branding kit (logo, hero imagery licence) if it is a Door 3 co-branded slot.

Talk to us

COMMERCIAL

partners@unplan.es

Sales, partnerships, co-marketing, affiliate onboarding, revenue share questions.

TECHNICAL

integrations@unplan.es

Adapter implementation, sandbox handoff, postback configuration, certification.